

LIST OF REFERENCES CITED BY APPLICANT (Use several sheets if necessary)	ATTY. DOCKET NO.	SERIAL NO.
	604.10-US1	09/980528
	APPLICANT	
	Herring et al.	
	FILED DATE	GROUP
	November 14, 2001	Not Yet Assigned 3691

U.S. PATENT DOCUMENTS

EXAMINER INITIAL		DOCUMENT NUMBER	DATE	NAME	CLASS	SUBCLASS	FILED DATE IF APPROPRIATE
BKS	AA	5,319,455	06/07/94	System for Distributing Customized Commercials to Television Viewers	348	7	12/23/92
	BB	5,412,416	05/02/95	Video Media Distribution Network Apparatus and Method	348	10	08/07/92
	CC	5,446,919	08/29/95	Communication System and Method with Demographically or Psychographically Defined Audiences	455	6.2	10/09/91
	DD	5,661,516	08/26/97	System and Method for Selectively Distributing Commercial Messages Over a Communications Network	348	8	02/16/96
	EE	5,717,923	02/10/98	Method and Apparatus for Dynamically Customizing Electronic Information to Individual End Users	395	613	11/3/94
	FF	5,918,014	06/29/99	Automated Collaborative Filtered in World Wide Web Advertising	395	200.49	12/26/96
BKS	GG	5,933,811	08/03/99	System and Method for Delivering Customized Advertisements within Interactive Communication Systems	705	14	08/20/96
	HH						
	II						

FOREIGN PATENT DOCUMENTS

		DOCUMENT NUMBER	DATE	COUNTRY	CLASS	SUBCLASS	TRANSLATION	
							YES	NO
	JJ							
	KK							
	LL							
	MM							

OTHER REFERENCES (Including Author, Title, Date, Pertinent Pages, Etc.)

EXAMINER	NN	
/Bijendra K Shrestha/		DATE CONSIDERED 11/27/2006

*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.